

A shop information advertisement panel system in which, the respective shop terminals comprise an advertisement information registration requesting unit for requesting the advertisement panel control terminal to register advertisement information including image information expressing an advertisement image to be displayed on the advertisement panel device corresponding to its own shop terminal, through a communication network, the advertisement panel control terminal comprises an advertisement information controlling unit for registering and controlling the advertisement information for every shop terminal, based on a registration request of the advertisement information from the shop terminal, and sending the image information of the advertisement information to the advertisement panel device corresponding to the shop terminal, and the respective advertisement panel devices comprise an advertisement display unit for displaying an advertisement according to the image information sent from the advertisement panel control terminal.